



FÉDÉRATION INTERNATIONALE  
DE MOTOCYCLISME

## Hearing on the motorcycle industry in Europe

12 November 2009 - Fiera Milano

### The view of consumers and the role of sport, a catalyst for social inclusion

***(slide one, your name and title of presentation)***

Ladies and gentlemen. I would like to thank the Consultative Commission on Industrial Change (CCMI) of the European Economic and Social Committee (EESC) for giving the FIM the possibility to provide an input in the public hearing. As consumers of Powered-Two-Wheelers for sporting, leisure and transport use a vibrant motorcycle industry in Europe is vital.

***(slide two the FIM HQ  
slide three a photograph of FIM HQ - motorcycles at the  
reception)***

Our headquarters is at the heart of Europe in Switzerland - near to Geneva - in Mies, in the canton of Vaud.

***(slide four text from footer of FIM press releases)***

So what is the FIM?



FIM ([www.fim-live.com](http://www.fim-live.com)), the world governing body for motorcycle sport, is an independent association formed by 98 (in January this will rise to 101) National federations throughout the world. It is recognised as the sole competent authority in motorcycle sport by the International Olympic Committee (IOC). Among its 49 FIM World championships its main events are MotoGP, Superbike, Endurance, Motocross, Supercross, Trial, Enduro and Speedway. FIM also deals with non sporting matters such as leisure motorcycling, mobility, transport, road safety and public policy and the environment. FIM was the first International sporting Federation to enforce an Environmental Code in 1994.

We have member federations in 26 of the EU 27 nations. In Malta there is also a federation that is currently only affiliated - it is a small federation - to the European Motorcycle Union (UEM) which is our continental organisation for Europe.

***(slide five - the FIM web site: [www.fim-live.com](http://www.fim-live.com))***

On the screen at the moment you see the opening page of our internet site.

Motorcycling whether it is the sport - or on the road is not immune to the economic crisis. At the very high level we have seen pressure coming from the crisis building for manufacturers and have worked with our promoters to reduce the costs for riders and teams and at the same time retain the quality of the racing and we have succeeded.

Ladies and gentlemen, make no mistake about this. Our sport today is big business and makes an important contribution to the economy. This is a sport that attracts millions of viewers worldwide every week of the year.



***(slide six - Motorcycle sport activities in Europe in 2008)***

Major sporting events have a real economic and touristic impact benefiting the economies that play host to them - and the sport of motorcycling today in the European Union is a major one.

The role of sport is also recognised by the EU in the Lisbon Treaty. New EU competence in this area will assist all international federations involved in sports of every kind.

In everyday motorcycling we believe there are opportunities, particularly in marketing to women as many families move from two cars to one and because women represent an important segment of new consumers.

Public transport varies in quality across Europe. And private transport is not limited to cars. A Powered-Two-Wheeler that enables door to door transport is an attractive option for many people. Particularly those whose work is vital but unseen- those who work early and late hours to service our cities.

***(slide seven - Photograph of Suzie Grayson racing an R6 Yamaha)***

Now! A few very good photographs illustrating what we are well known for and some of the competitors who need to purchase motorcycles, clothing, helmets, and the things we need to compete.

You will see that there is a theme running through these next slides.



This one is of the English racer Susie Grayson, on her famous pink motorcycle!

***(slide eight - Photograph of Katherine Prumm - Motocross champion)***

This is a very different discipline, Motocross and here we see Katherine Prumm in action.

***(slide nine - Photograph of Maria Costello MBE - Road racer)***

Women today are competing at a high level as seen in the recent award of the MBE - The same honour that is customarily awarded to Olympic champions - by Her Royal Highness Queen Elizabeth to the UK rider Maria Costello.

Of course there are some risks but this is a modern well regulated sport. Susie Grayson, who you saw a moment ago on the pink motorcycle, commented that women's participation in Equestrian sports goes unremarked. Susie says she would not feel happy riding a horse and feels much more secure on her motorcycle!

***(slide ten - Photograph of a FIM Junior Motocross World Championship event)***

I want to say just a few words about, "Youth development." Here I am showing you a photograph of the Young people in the FIM Junior Moto-Cross championship.



In the FIM family we are organised in six continental unions to develop our sport worldwide, particularly with young people. In Europe, the continental union is the European Motorcycle Union (UEM), with Headquarters in Rome.

***(slide eleven - Competition licences statistics)***

Here are some statistics showing the number of competition licences issued in 2007 and 2008. As you can see, there is an important decrease for some categories in 2008.

***(slide twelve - Marcel Schrötter - European Champion in the 125cc class)***

At the European championship level the German Marcel Schrötter was the winner in the 125cc class. His age? He is sixteen! Motorcycling sports from an educational point of view clearly provides opportunities for young people to have their first experiences of a structured environment, leading to the development of social and moral values, which will help them in their adult lives.

We also see encouraging developments in summer schools. In Belgium there is a highly developed system offering motorcycling of various disciplines to young people which is also linked to road safety training so that they are better prepared when they come to obtain a licence to drive a car or to ride a Powered-Two-Wheeler on the road.

I now turn briefly to the issues of Mobility. The matters related to road safety I leave to our next speaker, Antonio Avenoso of ETSC with whom we work closely. So, let us focus on Mobility which I understand will also be dealt by Prof Kopp:



***(slide thirteen - Photograph of Milan street scene)***

**(NB suggest you use laser pointer on this slide)**

I explained in the start of my remarks that FIM covers more than sporting interests. This next photograph is not staged in any way. It is a street scene here in Milan almost exactly a year ago on a cold November day, taken by a member of my staff when attending the Milan show last year.

Let us examine this in some detail. It is a street in Milan near to the Duomo and in an area where many people work as is shown by the fact that in this street we see a branch of a Swiss bank.

On the right in the foreground there is a large Harley Davidson motorcycle. Maybe the rider who owns it is on a leisure trip? I doubt it; I think the owner has ridden in to work.

On the left of the photograph there is a sports model Yamaha, again I think it has been ridden into the city by a commuter.

Centre stage we have a man on a mid size motorcycle. He is wearing a good quality leather jacket and carrying a spare helmet and clearly is going to give a friend a lift home.

Also in this photograph we see many small scooters and the lady in the photograph is also preparing herself to ride home.

***(slide fourteen - Geneva street scene)***

Italy is known as a country where the motorcycle and scooter are popular for transport use. But the same applies elsewhere too.



Here is a photograph of Geneva taken again on a cold day, this time in December of last year.

**(slide fifteen - National Travel Survey in the UK on Powered-Two-Wheelers)**

If anyone doubts the importance of the Powered-Two wheeler to everyday transport, please consider this finding from a National Travel Survey in the UK:

**In 2008 52% of all motorcycle and scooter rides were journeys to and from work.**

**The same survey showed this was the case for only 34% of bicycle rides and only 22% of car travel.**

Source: The Motor Cycle Industry Association (MCIA)  
[http://www.mcia.co.uk/display\\_article.aspx?OBJ\\_ID=1856610](http://www.mcia.co.uk/display_article.aspx?OBJ_ID=1856610)

The constant assertion by some that motorcycles are only leisure transport is simply not true.

Motorcycles and scooters are a significant part of the urban mobility system in modern Europe.

We know that in many urban centres our public transport systems are almost at breaking point. The idea that they could sustain up to 50% increase in capacity if all private urban transport came to an end seems difficult to believe.

We need better public transport - of course we do - but we need systems that are integrated to the real needs of our citizens and that recognise that many citizens will also need to engage in multi-modal travel taking a vehicle perhaps part of the way, then a bus and vice versa.



We must get away from these sterile arguments that one form of transport is to be preferred over another and recognise the reality that exists.

***(slide sixteen - Name and address of FIM)***

As consumers we join with industry in asking that the European Union recognises the importance of this industry, the jobs of many thousands of people who depend on it, including sports and linked activities such as the helmets and clothing sectors.

Sports at the very high level also contributes to manufacturers' Research and Development activities, which in turn translate into improvements in the product destined to the consumer, in terms of safety, environment, and overall rideability. The FIM supports Powered-Two-Wheelers continuing to make improvements, to the benefit also of the consumer.

However, an over simplistic approach to regulation must be avoided. Powered-Two-Wheelers come in many forms from mopeds to large touring machines. And regulation of this industry by the EU must take account of this diversity. This is important not only in order to continue providing the consumer with a wide choice of vehicles at affordable prices, but also if we are to retain European industrial competitiveness in this area.

***(slide seventeen - Closing slide)***

Thank you for your attention.